

THE EFFECT OF EXTERNAL AND INTERNAL STIMULI ON IMPULSIVE PURCHASING AT HYPERMART MANADO

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ABSTRACT

Impulsive purchasing is an interesting phenomenon that has been a concern of many researchers to analyze. Manado is a city that has consumptive customers in it. Consumptive behavior is related to impulsive purchasing where the customers make unplanned purchases. The purpose of this research is to analyze the effect of external (shop environment, shop staff, integrated marketing communication) and internal (emotional and cognitive estimation) stimuli on impulsive purchasing. Theories that support this research are shop environment, shop staff, integrated marketing communication, emotional and cognitive estimation, hedonic motives, involved into the fashion, and impulsive purchasing. The population observed is people who have purchased impulsively at Hypermart Manado with sample size as many as 163 respondents. This research used quantitative analyze by using questionnaires and used Multiple Regression Analysis. The conclusion is shop environment, shop staff, integrated marketing communication, emotional and cognitive estimation, hedonic motives, and involved into the fashion influence impulsive purchasing both simultaneously and partially. This research suggests that hedonic motives and involved into the fashion are the most influencing variables to impulsive purchasing of the customers at Hypermart Manado. Both hedonic motives and involved into the fashion are included into internal stimuli which means that the impulsive purchasing behaviour of the customers of Hypermart Manado mostly comes from the inside of the customers.

Keywords: *impulsive purchasing, external stimuli, internal stimuli*

INTRODUCTION

Research Background

The world never stops changing and developing. There is always a progress in everything. Shopping is something the people have been doing since centuries ago. Buying and selling activities have been part of life to fulfill various kinds of needs and to make profit. As the time goes by, the facilities to do buying and selling activities have been developed. Starting from traditional market, the people came up with an idea to make a modern shopping center, therefore until now modern shopping centers can be found easily. Rediff.com (2011) stated that presently Walmart is the biggest retailer in the world. Walmart has 8,500 stores in 15 countries, under 55 different names. The company operates under the Walmart name in the United States, including the 50 states and Puerto Rico. It operates in Mexico as Walmex, in the United Kingdom as Asda, in Japan as Seiyu, and in India as Best Price.

Carrefour is the most popular retailer in Indonesia. There are several retailers from Indonesia which are famous and popular to Indonesian customers and several ASEAN countries' customers. Hypermart is one of them. Hypermart is owned by PT. Matahari Putra Prima Tbk. In Manado, the number of shopping centers has increased rapidly. This condition is supported by the consumptive behavior of people in Manado. People in Manado and around it give a good response to the existence of shopping centers. It can be seen from the big number of people who fulfill malls and the other shopping centers every day. There are several famous retailers in Manado, such as Hypermart, Jumbo, Golden, Freshmart, Gelael, Multimart, etc. Hypermart is one of the most popular retailers in Manado. It can be seen from the big crowd of people who fulfill Hypermart every day. There

are two Hypermart retailers in Manado. They are Hypermart Manado Town Square and Hypermart Manado Trade Center. The condition of the consumptive behavior of people in Manado might be related to the impulsive purchasing behavior. Impulsive purchasing behavior can be influenced by both external and internal stimuli. Virvilait et al. (2011) found that external stimuli which consists of shop environment, shop staff, and integrated marketing communications and internal stimuli which consists of emotional and cognitive estimation, hedonic motives, and involvement into the fashion affect impulsive purchasing.

Impulsive shoppers would not think too much before deciding to purchase something, while people who are cautious will take more time to think before deciding to buy something, or it can be said that impulsive purchasing behavior is closely linked to the consumptive behavior. People who purchase easily usually consume more than people who are not easy to purchase. At supermarkets, the visitors observe the products before deciding to purchase. During the observation, the visitors usually see the various kinds and types of product which makes a choice suddenly appear or unplanned purchase happen. Regarding this phenomenon the researcher was interested to conduct a research about impulsive purchasing that has similar variables with the previous research conducted by Virvilait et al. (2011), but this research took a different object and place.

Research Objective

1. To know the effect of shop environment (X1) on impulsive purchasing (Y) to the customers of Hypermart Manado.
2. To know the effect of shop staff (X2) on impulsive purchasing (Y) to the customers of Hypermart Manado.
3. To know the effect of integrated marketing communication (X3) on impulsive purchasing (Y) to the customers of Hypermart Manado.
4. To know the effect of emotional and cognitive estimation (X4) on impulsive purchasing (Y) to the customers of Hypermart Manado.
5. To know the effect of hedonic motives (X5) on impulsive purchasing (Y).
6. To know the effect of involved into the fashion (X6) on impulsive purchasing (Y).

THEORETICAL FRAMEWORK

Theories

Impulsive Purchasing

Piron (1991) defines impulse purchasing as a purchase that is 1) unplanned, 2) the result of an exposure to a stimulus, 3) decided "on-the-spot." Impulse purchases can be further classified depending on the consumer's experiencing emotional and/or cognitive reactions, as defined later: An "Experiential Impulse Purchase" differs from a "Non-Experiential Impulse Purchase" as only the former is accompanied by emotional and/or cognitive reactions. Stern (1962) classified impulse buying into four classification: pure, reminder, suggestion, and planned impulse buying: (1) Pure impulse buying: is a novelty or escape purchase which breaks a normal buying pattern (2) Reminder impulse buying: occurs when a shopper sees an item or recalls an advertisement or other information and remembers that the stock at home is low or exhausted (3) Suggestion impulse buying: occurs when a shopper sees a product for the first time and visualizes a need for it, and (4) Planned impulse buying: takes place when the shopper makes specific purchase decisions on the basis of price specials, coupon offers and the like.

The External and Internal Stimuli

Shop Environment

Yingjiao (2007) stated that retailers are known to design store environments in a manner that will enhance consumers' positive feelings, under the assumption that this will lead to desired consumer behaviors, such as a higher willingness to purchase or stay in the store for longer. Shop environments determine the comfort of the customers.

Shop Staff

The New Zealand Qualification Authority defined personal selling as retail and wholesale sales activities in which a salesperson actively presents products to customers in seeking to make a sale (Olumoko et al. 2012).

Integrated Marketing Communication

Rehman and Ibrahim (2011) defined Integrated Marketing Communication as the boost for promotional mix elements, whether it is advertising; direct marketing, interactive/internet marketing, sales promotion, publicity/public relations or personal selling, combining these disciplines to provide consistently and clearly a maximum communication impact.

Emotional and Cognitive Estimation

Beatty and Ferrell (1998) determined, that consumer's positive emotions are related with urge to buy on impulse. Gardner and Rook (1993) states, comparing with negative emotions, a consumer full of positive emotions would express higher impulsivity due to the sense of being unconstrained; desire to award oneself and higher energy flow.

Hedonic Motives

Virvilaite et al. (2011) defined the components of hedonic motives as pleasure, novelty, surprise, fun and positive emotions. According to Solomon (2011), these responses are an important part of hedonic consumption: multisensory, fantasy, and emotional aspects of consumers' interactions with products.

Involved into the Fashion

Han et al. (1991) determined that high degree of involvement into fashion stimulates to buy impulsively because of existing experience and sensual signals. Virvilaite et al. (2011) defined the components of involved into the fashion as fashion trends, news, celebrities and famous brand products.

Previous Research

Virvilaite et al. (2011) found that shop environment, shop staff, integrated marketing communication, emotional and cognitive estimation, hedonic motives, and involved into the fashion influence impulsive purchasing. Lee and Yi (2008) provided evidence that arousal and perceived risk had effects on impulsive buying behavior, perceived risk was negatively associated with impulsive buying behavior but not significantly related to impulsive buying intention, whereas pleasure, which was not related to actual behavior, was a predictor of impulsive buying intention. The finding of the research conducted by Huang and Hsieh (2011) suggests that Taiwanese shoppers' impulse purchases may be more due to their attempt to relieve (or escape) from stress and anxiety.

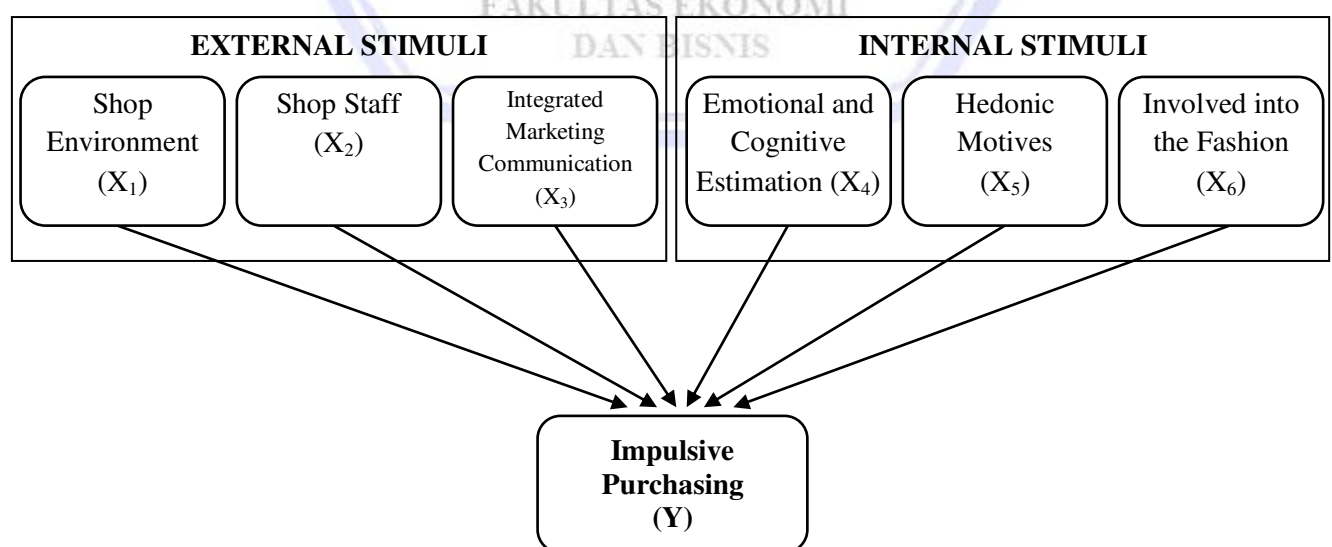


Figure 1 Conceptual Framework

Research Hypothesis

- H1: Shop Environment (X1), Shop Staff (X2), Integrated Marketing Communication (X3), Emotional and Cognitive Estimation (X4), Hedonic Motives (X5), and Involved into the Fashion (X6) influence Impulsive Purchasing (Y) simultaneously.
- H2: Shop Environment (X1) influences Impulsive Purchasing (Y) partially.
- H3: Shop Staff (X2) influences Impulsive Purchasing (Y) partially.
- H4: Integrated Marketing Communication (X3) influences Impulsive Purchasing (Y) partially.
- H5: Emotional and Cognitive Estimation (X4) influence Impulsive Purchasing (Y) partially.
- H6: Hedonic Motives (X5) influence Impulsive Purchasing (Y) partially.
- H7: Involved into the Fashion (X6) influences Impulsive Purchasing (Y) partially.

RESEARCH METHOD

Type of Research

Type of this research is Causal Research. Hair et al. (2010) stated that the primary focus of causal research is to obtain data that enables researchers to assess "cause-effect" relationship between two or more variables.

Place and Time of Research

The research was conducted in Manado, North Sulawesi, Indonesia and occurred in public areas such as universities, neighborhood, and mall. Those fields are suitable to do the research because most of the people at those fields are educated and were involved in buying activities as daily activities. The study was conducted in May 2013 to September 2013 and the survey started in July 2013.

Population and Sample

Sekaran & Bougie (2009) pointed out that population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. The population of this research is the people who have experienced impulsive purchasing at Hypermart Manado. Sekaran (2003) defines sample as a subset of the population. Then he said it comprises some members selected from it. This research uses purposive sampling which is part of nonprobability sampling. Sekaran and Bougie (2009) explained that purposive sampling is the type of sampling which is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or conform to some criteria set by the researcher. This research was conducted with 163 respondents.

Data Collection Method

The source of data can be from primary or secondary sources. Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie, 2009). This research spread questionnaires to collect primary data.

Operational Definition and Measurement of Research Variables

- Shop Environment (X1): The shop environment of Hypermart.
- Shop Staff (X2): The employees of Hypermart.
- Integrated Marketing Communication (X3): The promotional practices of Hypermart.
- Emotional and Cognitive Estimation (X4): Customers' consideration from the emotional and cognitive estimation.
- Hedonic Motives (X5): The behavior of customers who consider purchasing as a need
- Involved into the Fashion (X6): The behavior of customers of following the trend.
- Impulsive Purchasing (Y): Unplanned purchases.

Measurement of the variables used in this research is a Likert scale. Malhotra and Peterson (2006) defines Likert Scale as a measurement scale with five response categories ranging from "strongly disagree" to "strongly agree", which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements related to the stimulus object.

Data Analysis Method

Validity and Reliability Test

Hair et al. (2010) defined validity as a measure of accuracy in measurement. To measure the validity of the research instruments, Anti-image Correlation is used. Measure of Sampling Adequacy (MSA) in Anti-image Correlation is used to measure validity test. The data is valid if MSA in "Anti-Image Correlation" is more than 0.5. Reliability of measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument (Sekaran, 2003). Cronbach's Alpha is used to measure the reliability.

Multiple Regression Analysis Model

Multiple regression analysis is a statistical technique which analyzes the linear relationship between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line (Hair et al., 2010). The formula of multiple regression models of this research is shown as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6$$

Description:

Y = Impulsive Purchasing

a = Intercept

b₁, b₂, b₃, b₄, b₅, b₆ = The regression coefficient of each variable

X₁ = Shop Environment

X₂ = Shop Staff

X₃ = Integrated Marketing Communication

X₄ = Emotional and Cognitive Estimation

X₅ = Hedonic Motives

X₆ = Involved into the Fashion

RESULT AND DISCUSSION

Result

Validity and Reliability

The value of MSA in Anti-image Correlation of all instruments is more than 0.5. It indicates that the data in the research is valid so the analysis can be continued. The result of reliability test shows the Cronbach's Alpha is 0.813 or more than 0.6 which means the data of this research is reliable.

Multiple Regression Analysis

Multiple regressions analysis is used to determine the influence of the independent variables to dependent variable. Below is the result of multiple regressions.

Table 1. Multiple Regression Result

Coefficients (a)					
		Unstandardized Coefficients		Standardized Coefficients	t
Model		B	Std. Error	Beta	Sig.
1	(Constant)	.213	.394		.540
	Shop Environment	.190	.067	.175	2.816
	Shop Staff	.121	.059	.122	2.047
	Integrated Marketing Communication	.139	.058	.156	2.386
	Emotional and Cognitive Estimation	.188	.087	.133	2.168
	Hedonic Motives	.239	.050	.321	4.811
	Involved into the Fashion	.240	.054	.282	4.416

a. Dependent Variable: Impulsive Purchasing

Source: Data Processed

The Equation is as follows:

$$Y = 0.213 + 0.190 X_1 + 0.121 X_2 + 0.139 X_3 + 0.188 X_4 + 0.239 X_5 + 0.240 X_6$$

Y = Impulsive Purchasing

X₁ = Shop Environment

X₂ = Shop Staff

X₃ = Integrated Marketing Communication

X₄ = Emotional and Cognitive Estimation

X₅ = Hedonic Motives

X₆ = Involved into the Fashion

The explanations of the equation are as follows:

Constant 0.213 shows the influence of Shop Environment (X₁), Shop Staff (X₂), Integrated Marketing Communication (X₃), Emotional and Cognitive Estimation (X₄), Hedonic Motives (X₅), Involved into the Fashion (X₆), and Impulsive Purchasing (Y). It means that, in a condition where all independent variables are constant (zero), consumer buying behavior (Y) as dependent variable is predicted to be 0.213. Variable X₁ (Shop Environment) has an effect to Y (Impulsive Purchasing) as many as 0.190. In condition where other variables are constant, if there is one unit increasing in X₁ (Shop Environment), Y is predicted to be increased by 0.190. Variable X₂ (Shop Staff) has an effect to Y (Impulsive Purchasing) as many as 0.121. In condition where other variables are constant, if there is one unit increasing in X₂ (Shop Staff), Y is predicted to be increased by 0.121. Variable X₃ (Integrated Marketing Communication) has an effect to Y (Impulsive Purchasing) as many as 0.139. In condition where other variables are constant, if there is one unit increasing in X₃ (Integrated Marketing Communication), Y is predicted to be increased by 0.139. Variable X₄ (Emotional and Cognitive Estimation) has an effect to Y (Impulsive Purchasing) as many as 0.188. In condition where other variables are constant, if there is one unit increasing in X₄ (Emotional and Cognitive Estimation), Y is predicted to be increased by 0.188. Variable X₅ (Hedonic Motives) has an effect to Y (Impulsive Purchasing) as many as 0.239. In condition where other variables are constant, if there is one unit increasing in X₅ (Hedonic Motives), Y is predicted to be increased by 0.239. Variable X₆ (Involved into the Fashion) has an effect to Y (Impulsive Purchasing) as many as 0.240. In condition where other variables are constant, if there is one unit increasing in X₆ (Involved into the Fashion), Y is predicted to be increased by 0.240.

Hypothesis Testing

ANOVA F-test result shows that $F_{\text{count}} = 22.762$ with a significance level of 0.000. In this research, F_{count} is more than F_{table} ($22.762 > 2.27$) that means H_0 is rejected and H_1 is accepted. The regression model can be used to declare that the independent variable of X₁ (Shop Environment), X₂ (Shop Staff), X₃ (Integrated Marketing Communication), X₄ (Emotional and Cognitive Estimation), X₅ (Hedonic Motives), and X₆ (Involved into the Fashion) simultaneously affects the dependent variable Y (Impulsive Purchasing).

T-test result shows that the value of t_{count} of X₁ (Shop Environment) is 2.816 and the value of t_{table} is 1.975, $t_{\text{count}} > t_{\text{table}}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_2 is accepted which means X₁ (Shop Environment) influences Y (Impulsive Purchasing) partially. The value of t_{count} of X₂ (Shop Staff) is 2.047 and the value of t_{table} is 1.975, $t_{\text{count}} > t_{\text{table}}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_3 is accepted which means X₂ (Shop Staff) influences Y (Impulsive Purchasing) partially. The value of t_{count} of X₃ (Integrated Marketing Communication) is 2.386 and the value of t_{table} is 1.975, $t_{\text{count}} > t_{\text{table}}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_4 is accepted which means X₃ (Integrated Marketing Communication) influences Y (Impulsive Purchasing) partially. The value of t_{count} of X₄ (Emotional and Cognitive Estimation) is 2.168 and the value of t_{table} is 1.975, $t_{\text{count}} > t_{\text{table}}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_5 is accepted which means X₄ (Emotional and Cognitive Estimation) influences Y (Impulsive Purchasing) partially. The value of t_{count} of X₅ (Hedonic Motives) is 4.811 and the value of t_{table} is 1.975, $t_{\text{count}} > t_{\text{table}}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_6 is accepted which means X₅ (Hedonic Motives) influences Y (Impulsive Purchasing) partially. The value of t_{count} of X₆ (Involved into the Fashion) is 4.416 and the value of t_{table} is 1.975, $t_{\text{count}} > t_{\text{table}}$ (t_{count} is more than t_{table}). Based on this result, H_0 is rejected and H_7 is accepted which means X₆ (Involved into the Fashion) influences Y (Impulsive Purchasing) partially.

Table 2 R and R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683(a)	.467	.446	.365

a. Predictors: (Constant), Involved into the Fashion, Emotional and Cognitive Estimation, Shop Staff, Shop Environment, Integrated Marketing Communication, Hedonic Motives

Source: Data Processed

The value of R is 0.683 indicating a substantial positive association between independent and dependent variable. The value of R² is 0.467 means that Shop Environment (X1), Shop Staff (X2), Integrated Marketing Communication (X3), Emotional and Cognitive Estimation (X4), Hedonic Motives (X5), and Involved into the Fashion (X6) as independent variables have moderate positive association and influence Impulsive Purchasing (Y) as much as 46.7% while the rest 53.3% other factor is not included in this research.

Discussion

The result of the multiple regression analysis shows that the value of significance obtained for shop environment is $0.005 < \alpha = 0.05$. It means that shop environment influences impulsive purchasing significantly. This result supports the previous research of Virvilait et al. (2011) that found that shop environment affects impulsive purchasing. Based on the survey, the customers of Hypermart mostly agree that Hypermart has a good shop environment which consists of clean environment, good posters arrangement, and good products arrangement. A comfortable shop environment gives a positive effect to the customers' impulsive purchasing behavior. The customers tend to stay longer in a comfortable shop environment which increases the chance to purchase impulsively. The result of the multiple regression analysis shows that the value of significance obtained for shop staff is $0.042 < \alpha = 0.05$. It means that shop staff influences impulsive purchasing significantly. This result confirms the result of the previous research of Virvilait et al. (2011) that found that shop staff affects impulsive purchasing. The helpful and informative shop staff can influence the customers to purchase impulsively, and with a good personal selling skill, a staff can make more unplanned purchases of the customers. In Hypermart, the customers agree that the shop staff of Hypermart needs more improvement, because they found that the shop staff of Hypermart is less friendly. The positive thing is the shop staff of Hypermart is able enough to give information needed by the customers.

The result of the multiple regression analysis shows that the value of significance obtained for integrated marketing communication is $0.018 < \alpha = 0.05$. It means that integrated marketing communication influences impulsive purchasing significantly. This result is similar to the previous research of Virvilait et al. (2011) that found that integrated marketing communication affects impulsive purchasing. The customers of Hypermart agree that Hypermart offers a good discount. The weakness of the integrated marketing communication of Hypermart lies in its customer service. Most of the customers do not agree that Hypermart has a good customer service. Hypermart also needs more advertisement to attract more customers. The result of the multiple regression analysis shows that the value of significance obtained for emotional and cognitive estimation is $0.032 < \alpha = 0.05$. It means emotional and cognitive estimation influences impulsive purchasing significantly. This result supports the previous research conducted by Virvilait et al. (2011) that found that emotional and cognitive estimation affects impulsive purchasing. Based on the questionnaire, most of the customers of Hypermart make a purchase decision making based on their belief to a product and customers' mood does not really affect the purchase decision making.

The result of the multiple regression analysis shows that the value of significance obtained for hedonic motives is $0.000 < \alpha = 0.05$. It means that hedonic motives influence impulsive purchasing significantly. This result is similar to the result of the previous research conducted by Virvilait et al. (2011) that found that hedonic motives affect impulsive purchasing. It is related with the previous research of Huang and Hsieh (2011) that suggests that Taiwanese shoppers' impulse purchases may be more due to their attempt to relieve (or escape) from stress and anxiety. The respondents of this research mostly agreed that they have an arousal to go shopping and they consider shopping as a pleasure. It is not a surprise because the people of Manado have been discussed as people with a high consumptive behavior. The result of the multiple regression analysis shows that the value of significance obtained for Involved into the Fashion is $0.000 < \alpha = 0.05$. It means that Involved into the Fashion influences Impulsive Purchasing significantly. This finding supports the previous research conducted by Virvilait et al. (2011) that found that involved into the fashion affects impulsive purchasing. Most of the respondents of this research claimed that they follow the trend. They agreed that they are updated about the latest news, style according to the recent fashion, and purchase the trending products. This behavior makes them easily involved into the impulsive purchasing.

From the result of this research, it is obvious that the relationships of the variables Shop Environment (X1), Shop Staff (X2), Integrated Marketing Communication (X3), Emotional and Cognitive Estimation (X4), Hedonic Motives (X5), and Involved into the Fashion (X6) to Impulsive Purchasing (Y) in this research are similar to the relationships of the variables Shop Environment, Shop Staff, Integrated Marketing Communication, Emotional and Cognitive Estimation, Hedonic Motives, and Involved into the Fashion to Impulsive Purchasing in the previous research which is conducted by Virvilait et al. (2011) which have positive partial relationships. Furthermore, this research suggests that hedonic motives and involved into the fashion are the most influencing variables of external and internal stimuli to impulsive purchasing of the customers of Hypermart Manado. Both hedonic motives and involved into the fashion are included into internal stimuli which means that the impulsive purchasing behavior of the customers of Hypermart Manado mostly comes from the inside of the customers. It is according the typical behavior of people in Manado which is known as consumptive. On the other hand, shop staff and integrated marketing communication have the least influences on impulsive purchasing of the customers of Hypermart Manado. These findings imply that shop staff and integrated marketing communication of Hypermart Manado are not dominant in influencing impulsive purchasing of the customers.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusions of this research are as follows: (a) shop environment, shop staff, integrated marketing communication, emotional and cognitive estimation, hedonic motives, and involved into the fashion influence impulsive purchasing simultaneously; (b) shop environment influences impulsive purchasing significantly, (c) shop staff influences impulsive purchasing significantly, (d) integrated marketing communication influences impulsive purchasing significantly, (e) emotional and cognitive estimation influences impulsive purchasing significantly, (f) hedonic motives influence impulsive purchasing significantly, and (g) involved into the fashion influences impulsive purchasing significantly.

Recommendation

To the future research, it is suggested that the future research pick a sample of more to the respondents who have high income to get a more reliable data of the research, because the people with a high income are more involved into the impulsive purchasing behaviour. To the marketers, it is recommended to keep enhancing the shop environment, shop staff, and integrated marketing communication, because all the three variables have significant influences to impulsive purchasing. The shop staffs need improvement in its friendliness and the integrated marketing communication needs improvement in the customer service.

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